

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims:

1 1. (Currently amended) A computer-implemented method of evaluating
2 sales leads stored in a data source, the method comprising:
3 forwarding, from a source computer system, information that configures a
4 destination computer to display a first graphical user interface allowing a user of the destination
5 computer system to define a data format for the sales leads stored in the data source and select at
6 least one of a database option and a spreadsheet file option presented by the first graphical user
7 interface for the data source, the data format indicative of potential sales leads including at least
8 a first name, a last name, and an email address and a selection of the data source, the data source
9 being at least one of a database and a spreadsheet file;
10 forwarding, from the source computer system, information that configures the
11 destination computer system to display a second graphical user interface allowing a user of the
12 destination computer system to define a plurality of rules that operate on data formatted
13 according to the data format to assess a quality of the potential sales leads, wherein each rule in
14 the plurality of rules [[are]] defines:
15 information indicative of at least one attribute of the data formatted
16 according to the data format on which the rule operates,
17 information indicative of an expression that defines a type of test that will
18 be applied to the at least one attribute, and
19 information configured to assess a quality of the at least one attribute of
20 the data satisfied by the rule;
21 forwarding, from the source computer system, information that configures the
22 destination computer system to display a third graphical user interface allowing a user of the

23 destination computer system to map[[ping]] data identifying a plurality of sales leads from the
24 selected data source to the data format;
25 executing, with the computer system, the plurality of rules on the mapped data to
26 produce a set of analyzed data that allows evaluation of potential sales leads according to an
27 overall assessed quality of each potential sales lead in the mapped data, and
28 depending upon an outcome of the execution of the plurality of rules, generating
29 with the computer system information sorting the analyzed data into at least a first bucket in
30 which the mapped data passed each of the executed plurality of rules and a second bucket in
31 which the mapped data failed to pass each of the executed plurality of rules.

2. (Canceled)

1 3. (Original) The method of claim 1 wherein the data source is a
2 heterogeneous data source.

4. (Canceled)

1 5. (Original) The method of claim 1 wherein the plurality of rules that can
2 be defined by a user include spatial rules, age/lineage rules, pattern-based rules, electronic
3 validation rules and numeric operator-based rules.

1 6. (Original) The method of claim 1 wherein the step of executing the
2 plurality of rules comprises scoring the mapped data.

1 7. (Previously Presented) The method of claim 6 further comprising, after
2 executing the plurality of rules, ranking data from the set of analyzed data according to its score.

8. (Canceled)

1 9. (Currently amended) A computer-implemented method of evaluating
2 sales leads stored in a data source, the method comprising:

3 forwarding, from a source computer system, information that configures a
4 destination computer to display a first graphical user interface allowing a user of the destination
5 computer to define a data format for the sales leads stored in the data source and select at least
6 one of a database option and a spreadsheet option presented by the first graphical user interface
7 for the data source, the data format indicative of potential sales leads including at least a first
8 name, a last name, and an email address and a selection of the data source;

9 forwarding, from the source computer system, information that configures the
10 destination computer system to display a second graphical user interface allowing a user of the
11 destination computer system to define a plurality of rules that operate on data formatted
12 according to the data format to assess a quality of the potential sales leads, wherein each rule in
13 the plurality of rules [[are]] defines:

14 information indicative of at least one attribute of the data formatted
15 according to the data format on which the rule operates,

16 information indicative of an expression that defines a type of test that will
17 be applied to the at least one attribute, and

18 information configured to assess a quality of the at least one attribute of
19 the data satisfied by the rule; and wherein the plurality of rules include spatial rules, pattern-
20 based rules and electronic validation rules;

21 mapping, with a computer system, data identifying a plurality of sales leads from
22 the selected data source to the data format[[],] wherein the selected data source is either a
23 database or spreadsheet file; and

24 executing, with a computer system, the plurality of rules on the mapped data to
25 score the mapped data and produce a set of analyzed data usable to assess the quality of potential
26 sales leads in the data source, and

27 depending upon an outcome of the execution of the plurality of rules, generaeting
28 information with the computer system sorting the analyzed data into at least a first bucket in
29 which the mapped data passed each of the executed plurality of rules and a second bucket in
30 which the mapped data failed to pass each of the executed plurality of rules.

1 10. (Original) The method of claim 9 further comprising, after executing the
2 plurality of rules, allowing a user to rank data from the set of analyzed data according to its
3 score.

11. (Canceled)

1 12. (Previously Presented) The method of claim 9 wherein the plurality of
2 rules include age/lineage rules and numeric operator-based rules.

1 13. (Currently amended) A ~~computer-implemented~~ system for evaluating
2 contacts stored in data sources, the system comprising:
3 a network;
4 a set of one or more computers coupled to the network;
5 a data source accessible to the set of computers over the network, the data source
6 being one of a database and a spreadsheet file;
7 a first computer-readable medium configured to store a user interface component
8 executed by ~~[[the]]~~ a computer and configured to allow one or more users of the computer to:
9 define a data format for the contacts stored in the data sources and select at
10 least one of the database and the spreadsheet file for the data source, the data format indicative of
11 potential sales leads including at least a first name, a last name, an email address ~~and a selection~~
12 ~~of the data source~~;
13 define a plurality of rules that operate on~~[[,]]~~ ~~and are configured to assess~~
14 ~~a quality of~~, data formatted according to the data format to assess a quality of of the potential
15 sales leads; wherein each rule in the plurality of rules [[are]] defines:
16 information indicative of at least one attribute of the data formatted
17 according to the data format on which the rule operates,
18 information indicative of an expression that defines a type of test
19 that will be applied to the at least one attribute, and

20 information configured to assess a quality of the at least one
21 attribute of the data satisfied by the rule; and
22 map data identifying a plurality of contacts from the data source to the
23 data format; and
24 a second computer-readable medium configured to store a rules engine
25 component executed by one or more computers in the set of computers and configured to execute
26 the plurality of rules on the mapped data to produce a set of analyzed data that allows evaluation
27 of potential contacts according to an overall assessed quality of each potential sales lead in the
28 mapped data, the rules engine being further configured to sort the analyzed data into at least a
29 first bucket in which the mapped data passed each of the executed plurality of rules and a second
30 bucket in which the mapped data failed to pass each of the executed plurality of rules.

1 14. (Original) The system of claim 13 wherein the user interface component
2 allows users to associate a score with each defined rule and wherein the rules engine component
3 scores the mapped data during execution of the plurality of rules.

1 15. (Original) The system of claim 14 wherein the user interface is further
2 configured to allow a user to rank data from the set of analyzed data according to its score after
3 the rules engine executes the plurality of rules.

16. (Canceled)